

# **RJ REYNOLDS**

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

November 24, 1997

RJR Account #315288

Mr. J. Mitiguy  
DOWLINGS, INC.

**DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004**

Dear John:

DORAL \$1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 68 SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
<u>2</u>	Doral Light	12300-24698
<u>3</u>	Doral Light 100	12300-24750
<u>2</u>	Doral Lt Men 100	12300-24752
<u>2</u>	Doral FF 100	12300-24751

**Product PO # 105 A ; Displays PO # 105 B**

**Product / Premium Arrival: January 5, 1998**

**Ship Date to Retail: Week of: January 19, 1998**

**Displays (Item #535481)**

**SKU CUBE: 0.4965**

**SKU WT (w/o Product): 1.5625 lbs**

**Retail Sales Offer per Sku: 20 units**

**Billing per Sku: 4 Savings Cartons**

**EFT \$ Amount: \$1,359.38**

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\$1.00 2-Pack Tear Tape  
DOWLINGS, INC.

**Promotion Description:**

Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. One carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

*Brand Styles: Doral Lt / Doral Lt 100 / Doral Lt Men 100 / Doral FF 100*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**  
**See attached 'Wholesaler Packing Instructions'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$44.10 (3.15 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: R. Tanchyk  
L. E. MacWilliams  
Att: Wholesaler Packing Instructions

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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## WORKPLAN VAP TEMPLATE LISTING

\* SN55B2

WHOLESALE : 315288 DOWLING, INC. <DIRECT>  
 TEMPLATE : 800004 80100 DOR JAN \$1/2 NO  
 TEMPLATE SEQ : 0023  
 SALES LEVEL : 16XXXX

PAGE: 1  
 DATE: 97-11-21  
 TIME: 02:52 PM

TERMINAL	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	163829	502627	CHAMPLAIN FARMS	342 ROOSEVELT HWY COLCHESTER	VT	05446	1	1	2681-0000	2681-0000	(802) 879-6388	
162301	163829	509373	MILTON SHORT STOP#2	ROUTE #7	VT	05468	1	1	2681-0000	2681-0000	(802) 893-6536	
162301	163829	576895	ALBURN SHORT STOP 3	ROUTE 2	VT	05440	1	1	2681-0000	2681-0000	(802) 796-3360	
162301	163829	619802	SHORT STOP #111	433 CORNELIA STRE	PLATTSBURGH	NY	12901	1	2681-0000	2681-0000	(802) 796-3360	
162301	163829	113645	NO COUNTRY BAIT	23 N RIVER ST	SWANTON	VT	05488	1	2681-0000	2681-0000	(802) 553-8756	
162301	163827	113858	B & D SUPER MARKET	MAIN ST	NORTH TROY	VT	05859	1	2794-0200	2794-0200	(802) 868-7843	
162301	163829	475125	CHAMPLAIN FARMS #1	16 ROOSEVELT HWY	COLCHESTER	VT	05446	1	1657-0000	1657-0000	(802) 655-4703	
162301	163829	594886	MOBIL SHORT STOP 02	ROUTE 7	MILTON	VT	05468	1	2681-0000	2681-0000	(802) 893-2573	
162301	163829	664545	ALBURN EXXON SHORT STOP		ALBURN	VT	05440	1	2681-0000	2681-0000	(802) 796-4705	
162301	163823	702261	SWANTON SHORT STOP	97 1ST ST	SWANTON	VT	05488	1	2681-0000	2681-0000	(802) 868-3527	
162301	163823	712121	DICK & PAM'S MARKET	ROUTE 105	EAST BERKSHIRE	VT	05447	1	2681-0000	2681-0000	(802) 868-3527	
162301	163823	760317	CHAMPLAIN FARMS #27	RR 2 BOX 255	SWANTON	VT	05488	1	1657-0000	1657-0000	(802) 868-7790	
162302	162320	114518	DUTCHIES MKT	MAIN ST	WEST PAWLET	VT	05775	1	1657-0000	1657-0000	(802) 868-7790	
162302	162325	771337	MAQUIRE'S MARKET	510 SOUTH ST	BENNINGTON	VT	05201	1	2681-0000	2681-0000	(802) 442-8957	
163801	163827	623878	OCTANE INC SHORTSTO	ROUTE 5	DERBY	VT	05829	1	2681-0000	2681-0000	(802) 334-6835	
163801	163829	512774	MOBIL SHORT STOP 00	977 SHELBOURNE RD	SOUTH BURLINGT	VT	05403	1	2681-0000	2681-0000	(802) 496-6580	
163801	163828	555572	CROSSROADS DISC BEV	52 N MAIN ST	WATERBURY	VT	05676	1	2681-0000	2681-0000	(802) 244-5062	
163801	163829	576934	MOBIL SHORT STOP	1314 WILLISTON RD	SOUTH BURLINGT	VT	05403	1	2681-0000	2681-0000	(802) 658-4635	
163801	163829	587759	ROTARY MART #8	103 SHELBOURNE ST	BURLINGTON	VT	05401	1	1657-0000	1657-0000	(802) 655-4703	
163801	163828	590776	FASTOP EXXON	377 N MAIN ST	BARRE	VT	05641	1	1657-0000	1657-0000	(802) 476-7695	
163801	163828	595955	CHAMPLAIN FARMS #10	NO MAIN STREET	WATERBURY	VT	05676	1	1657-0000	1657-0000	(802) 244-8351	
163801	163829	649433	CHAMPLAIN FARMS #13	56 PEARL ST	ESSEX JUNCTION	VT	05452	1	1657-0000	1657-0000	(802) 879-5232	
163801	163828	659599	BERLIN SHORT STOP	324 BERLIN/MONTPE	BARRE	VT	05641	1	2681-0000	2681-0000	(802) 479-221	
163801	163828	665918	INTERSTATE SHELL	1055 WILLISTON RD	BURLINGTON	VT	05403	1	1657-0000	1657-0000	(802) 660-9405	
163801	163828	674003	FASTOP EXXON	RT 100	WATERBURY	VT	05676	1	1657-0000	1657-0000	(802) 644-6426	
163801	163829	694308	SHORT STOP #143	RT #116 & COMERC	HINESBURG	VT	05461	1	2681-0000	2681-0000	(802) 482-4556	
163801	163829	711780	U SAVE BEVERAGE CTR	1302 WILLISTON RD	S BURL	VT	05403	1	2681-0000	2681-0000	(802) 862-2907	
163801	163829	740858	CHAMPLAIN FARMS	115 SHELBOURNE RD	BURLINGTON	VT	05401	1	1657-0000	1657-0000	(802) 862-6070	
163801	163829	760220	BURLARD'S CITY STORE	SHELB FALLS RD	HINESBURG	VT	05461	1	2681-0000	2681-0000	(802) 482-2070	
163801	163829	760698	MOBIL SHORT STOP 00	1830 SHELBOURNE RD	SOUTH BURLINGT	VT	05403	1	2681-0000	2681-0000	(802) 434-3818	
163801	163829	769268	CHAMPLAIN FARMS	125 RAILROAD ST	SAINT JOHNSBUR	VT	05819	1	2794-0200	2794-0200	(802) 434-3818	
163801	163829	769268	CHAMPLAIN FARMS	125 RAILROAD ST	SAINT JOHNSBUR	VT	05819	1	1657-0000	1657-0000	(802) 748-4000	
163801	163829	114008	5 CORNERS BEVERAGE	39 PARK ST	ESSEX JUNCTION	VT	05452	1	1657-0000	1657-0000	(802) 879-7101	
163801	163829	114012	CENTRAL BEV MART	4 CENTRAL ST	ESSEX JUNCTION	VT	05452	1	1657-0000	1657-0000	(802) 879-6471	
163801	163829	114052	LUCKY SPOT VARIETY	RT 117	RICHMOND	VT	05477	1	2099 (000)	434-2332	(802) 879-6471	
163801	163829	114080	ESSEX DISCOUNT BEV	RT 15 PO BOX 506	ESSEX CENTER	VT	05451	1	2355 (802)	879-8951	(802) 879-8951	
163801	163828	114105	BRADEYS GENERAL	RT 15	JOHNSON	VT	05656	1	2355 (802)	879-8951	(802) 879-8951	
163801	163829	290017	CHAMPLAIN FARMS	219 MAIN ST	BURLINGTON	VT	05401	1	2355 (802)	879-8951	(802) 879-8951	
163801	163829	324703	RIVERSIDE BEVERAGE	500 RIVERSIDE AVE	BURLINGTON	VT	05401	1	2355 (802)	879-8951	(802) 879-8951	
163801	163829	328735	KERRYS KWIK STOP	249 SAINT PAUL ST	BURLINGTON	VT	05401	1	2355 (802)	879-8951	(802) 879-8951	

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WHOLESALE : 315288 DOWLINGS, INC. <DIRECT>  
 TEMPLATE : 800004 80100 DOR JAN S1/2 NO  
 TEMPLATE SEQ : 0023  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163801	163828	448822	ROLAND'S MINI MART	RTE. 302	EAST BARRE	VT	05649	1		3419-0000	010090	(802)476-5041
163801	163829	456241	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	05401	1		2681-0000	2858	(802)660-8680
163801	163829	500924	TAFT COR. SHORT STO	JCT. 2 & 2A #0	WILLISTON	VT	05495	1		2681-0000	2511	(802)879-0223
163801	163829	073037	COLONIAL DELI MART	50 SUSIE WILSON R	ESSEX JUNCTION	VT	05452	1			956466	(802)879-7471
163801	163829	113504	THE SHOPPING BAG	166 NORTH ST	BURLINGTON	VT	05401	1				(802)658-4790
163801	163829	113507	LARON'S MARKET	144 NORTH ST	BURLINGTON	VT	05401	1				(802)864-0363
163801	163829	113549	THE SPRING BEV	1130 NORTH AVE	BURLINGTON	VT	05401	1				(802)863-4792
163801	163829	113590	MARVIN'S MARKET	221 COLCHESTER RD	ESSEX JUNCTION	VT	05452	1		2794-0200		(802)878-5892
163802	163829	113912	PARK FILLING STATIO	3 WEST ST	BRISTOL	VT	05443	1			2463	(802)453-3000
163802	163829	665502	CHAMPLAIN FARMS	25 COURT ST	MIDDLEBURY	VT	05753	1		1657-0000		(802)388-2122
163802	163827	723336	FASTOP	114 HANOVER ST	LEBANON	NH	03766	1		1657-0000		(603)448-6965
163802	163828	425673	BOVE MART, INC.	213 N MAIN ST	RUTLAND	VT	05701	1			3060	(802)775-7901
163802	163828	437115	CHAMPLAIN FARMS #7	16 MAIN ST	RANDOLPH	VT	05060	1		1657-0000		(802)728-6511
163802	163828	576909	GMB DISCOUNT BEVERA	RR 3 BOX 7020	RUTLAND	VT	05701	1			4852	(802)773-8122
163802	163828	615934	BRANDON GULF #5	3 GROVE ST	BRANDON	VT	05733	1		1657-0000		(802)247-6164
163802	163828	623941	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	05701	1		2681-0000	2450	(802)773-1732
163802	162320	633296	TOM'S AUTO MART	CASTLETON CORNERS	CASTLETON	VT	05735	1			4110	(802)468-2900
163802	163828	663162	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	05701	1		2681-0000	3352	(802)773-6919
163802	163828	670402	OCTANE SHORT STOPIN	ROUTE 4 EAST	RUTLAND	VT	05701	1		2681-0000	4430	(802)747-0294
163802	163825	691069	CLAREMONT TEXACO	114 PLEASANT ST	CLAREMONT	NH	03743	1				(603)542-2278
163802	163825	737948	CLAREMONT MOBIL	237 MAIN ST	CLAREMONT	NH	03743	3		2794-0200		(603)542-3080
163802	163828	754471	UNION ST. GROCERY	30 UNION ST	BRANDON	VT	05733	1			3045	(802)247-6019
163802		767784	RTE 100 ENTERPRISES	ROUTE 100	PITTSFIELD	VT	05762	1				(802)746-9939
163803	163825	746262	BRATTLEBORO MOBIL	PUTNEY ROAD	BRATTLEBORO	VT	05301	1				(802)254-7397

PAGE BREAK TOTAL ACCOUNTS 66 TOTAL QUANTITY 68

TEMPLATE TOTAL ACCOUNTS 66 TOTAL QUANTITY 68

\*\*\*\*\* END OF REPORT FOR PROMOTION 800004 \*\*\*\*\*